



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Group Art Unit: 3629  
Examiner: Jonathan P. Ouellette

In Re PATENT APPLICATION OF

Applicants : Laura Lee KUSUMOTO et al.  
Appln. No. : 09/675,958  
Conf. No. : 1238  
Filed : September 29, 2000  
For : SYSTEM AND METHOD FOR CONSUMER-  
SELECTED ADVERTISING AND BRANDING  
IN INTERACTIVE MEDIA  
Atty. Dkt. : 43461-201892 (formerly 13376.0001)

**AMENDMENT  
& REPLY  
UNDER  
37 CFR §1.111**

26694  
U.S. PATENT AND  
TRADEMARK OFFICE

March 17, 2004

**MAIL STOP NON-FEE PAYMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action of September 17, 2003, please amend the above-identified Application as follows:

1. **Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.
2. **Supplemental Declaration** is attached and discussed on page 22 of this paper.
3. **Remarks** begin on page 23 of this paper.

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01 FC:2202 225.00 DA  
02 FC:2201 86.00 DA